H.E.B. Store To Open Monday

H. E. Butt and Howard E. Butt Jr. will officiate at a ribbon cutting ceremony tomorrow at 10 a.m. to open the all-new H.E.B. Cullen Mall store, located at the intersection of Alameda and Airline.

"We consider this an exciting venture to give our cosmopolitan city a treasure trove of cosmopolitan foods," company officials said yesterday. "H.E.B. Cullen Mall's 22,400 square feet of highlighted craftsmanship will present merchandise embracing everything from the most economical foods to highly sophisticated delicacies. It will stock one of the largest assortments of groceries to be found anywhere in the Corpus Christi area.

"Truly unusual in its concept is the 'Bak-A-Tessen,'" officials said. "To be managed by Mrs. James D. Aldridge, its shelves will be filled with Swiss pastries, hot baked pies, custom dipped chocolates, a wide variety of imported cheeses, specialty sausages, and fresh salads. From this same department will come an added convenience for the shopper. A choice chicken may be specially ordered, fried and ready to pick up in less than 10 minutes. . .all while shopping. Hot pastrami, pepper beef and similar delicacies will add to the appeal."

Kosher Food Section

Cullen Mall H.E.B. will feature a Kosher foods section, in addition to a wide assortment of Oriental and Italian foods. A special emphasis is an assortment in the diettic food field for calorie conscious customers.

"For seafood lovers, there will be a special section prepared for both fresh and frozen seafoods. A sizeable tank will be continually filled with large, live lobsters flown in from Maine.

"The Sweet Shop will be a dessert connoisseur's paradise of ice creams, toppings and cookies, both domestic and imported," officials added.

The store will boast the largest variety of breads in Corpus Christi, shipped in from New York, Dallas and San Antonio. Local breads also will be represented.

Old-Fashioned Butcher Shop

In the meat department, the customer will see an up-to-date innovation of the old-fashioned butcher shop. In modern decor and warmly lit surroundings, choice selections of meat will be prepared by a trained meat cutter in full view and to the specific instructions of the customer. Prime or choice heavy beef will be the specialty of the store.

In the produce section, fresh fruits and vegetables will be found displayed in an unusually wide assortment of merchandise.

Famous brand imported and specialty foods will be within easy reach.

Limerick Is Manager

George Limerick, the new store manager, grew up in the grocery business. For many years his father's grocery—Limerick Food Store—was a popular market in the Six Points area. Limerick has been with H.E.B. for more than two years and was managing the H.E.B.store on Ayers before being transferred to the new H.E.B Cullen Mall. His assistant managers will be Henry Colson and Vince Brown.

John Canales, long-time H.E.B produce specialist, will be the produce manager. Drug manager will be Gwen Canipe. Market manager George Miller from the H.E.B. sotre on Highway 9 will take over the same duties at H.E.B. Cullen Mall. Relief market manager, Kenneth Thomason, who has just moved to the city from Waco, will assist him.

To give convenience and shopping ease, officials said many new architectural designs have gone into the construction of H.E.B. Cullen Mall. The spacious interior is finished in natural woods, colonial brick, terrazo and quarry flooring, subdued indirect lighting with each aisle marked by a numbered lighted globe hung from the ceiling.

San Antonio Architect

Bartlett Crocke of San Antonio was the architect. Sam Pennington of the firm of Christian, Bright and Pennington served as the interior design consultant. The H.E. Butt Construction Co. was contractor.

Special interior ceramic style creations were produced by Wesley Walberg.

The opening of H.E.B. Cullen Mall marks phase one of the modern Cullen Mall Center, officials said. Other stores, shops and services to occupy the center are expected to be completed in a few months.

Cullen Mall Center is owned by Guy Warren, Jack Modesett, Mrs. Dougherty Carr and F. William Carr. Roy Caldwell is leasing agent. It will contain 68,000 square feet when completed. The H.E.B. store front is partially unfinished awaiting the mall which will completely cover its present west elevation.

GEORGE LIMERICK (L) IS MANAGER OF NEW H.E.B. STORE
. . . confers with George Miller, meat department manager